

Announcement

World Auto Tour 2014 ... Sponsored by Today Sotheby's International Realty

(December 9, 2013 San Carlos CA) The World Auto Tour will be leaving Japan on May 14, 2014 ending in San Francisco in late 2014. This is the only other world auto tour since the 1908 Great Auto Race that certainly put the automobile on the map in many ways. A band of Silicon Valley, Bay Area neighbors have teamed up to make this historical effort something that people from all around the world and all types of vehicles can participate in whether you are actually on the tour or watching, reading and listening on the web.

Luke Rizzuto and John Quam are the organizers of the tour. They are seasoned veterans of long distance automobile tours. They planned and completed the 100th anniversary replication of the North American, New York to San Francisco leg of that 1908 Great Race in 2008. Now they have set the stage to replicate the second leg of that historic event, the Japan to Paris portion and will continue on back to San Francisco going from Paris to Iceland then across the Yellowstone Trail to Seattle then down to San Francisco.

They have found eager support from Today Sotheby's International Realty. Today Sotheby's Silicon Valley headquarters is providing a suite of technology tools developed for support of their agents, clients and business partners that permit live broadcasts and instant updates to an online blog when cell phone and/or Wi-Fi connectivity provides adequate bandwidth. Jim Meader, the Today Sotheby's CEO commented, "When we learned of the history making adventure that Luke and John would be doing we knew that using Today's communication tools would be essential to keep the world aware of the details of this historic tour. Our suite of mature tools simplifies the ability to deliver video easily and economically to a blog and under the best connection environments can make a live broadcast to over 1000 connections at once. Plus the logical tie-in with Sotheby's International Realty offices that will be stopping points around the world on the tour emphasizes our global presence of over 660 offices in 47 countries. These factors made the Auto World Tour a kindred spirit." In addition, this Silicon Valley firm is helping to get the word out beyond their offices on route by connecting with prospective sponsors and participants who will want to join the adventure.

John Quam had this to say about the relationship, "We know cars, road tours and the related adventure and history that will be made with our 2014 World Auto Tour. Two things that were not in our areas of expertise were web video and web based large group communication tools and the basics of how to get the word out to a global audience before we leave so those that might be interested in joining us or sponsoring some aspect of the Tour even know what we are going to do! We are so appreciative of Today Sotheby's providing assistance and support in both those areas. Stopping at Sotheby's International Realty office along the way will add some exciting local flavor in many cities around the globe as well."

There are three distinct legs of the tour with different criteria for participation, time tables and expenses. To learn more about these details, the historical aspects of the tour and when and where each portion of the tour is planned go to [www. WorldAutoTour.com](http://www.WorldAutoTour.com) . For visa, lodging and other details of costs and reservations for the Japan to Paris leg of the Tour call Doug Grimes of MIR Corporation at 800.424.7298 or email him at info@MIRCorp.com . MIR Corp is a respected travel service for unique designations particularly crossing Russia and China.

Today Sotheby's International Realty, with offices on the San Francisco Peninsula, offers exclusive *Sotheby's International Realty* marketing, advertising and referral services designed to attract well-qualified buyers to the company's property listings. In addition, the company and its clients benefit from an association with the Sotheby's auction house, which promotes real estate referral opportunities with auction house clientele. The company also has the unique ability to refer its real estate clientele to the auction house for jewelry, art, unique furniture and collectible appraisal services. Property listings from Today Sotheby's International Realty also are marketed on the SothebysRealty.com global website, as well as on the firm's local website, www.TodaySIR.com.

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